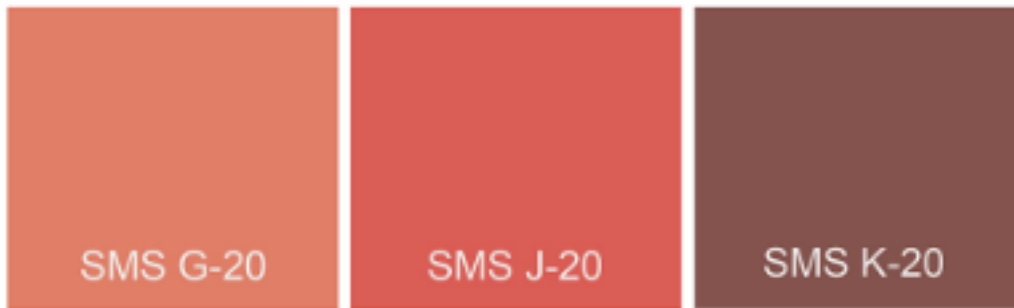


SPOT

matching system



SMS READY Expert training

2026

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About the Spot Matching System

The Spot Matching System (SMS) is a colour palette, developed by Mr. Ingi Karlsson, CEO of Spot-Nordic.

The first version of the Spot Matching System was presented in December 2018 and contained a total of 420 colours, that we now refer to as the Standard version, suited for CMYK printing on both coated and uncoated paper.

What was - and still is unique about the SMS colours was that there was no visual difference between the same SMS colour when printed on coated and uncoated paper, - i.e. the CMYK values were adjusted for each substrate to ensure that the colour remained the same, despite of the different nature of coated and uncoated paper.

In technical terms: The target LAB values of the SMS colours remain the same, regardless of substrate.

Since 2018, the Spot Matching System has also been normalized for the web (sRGB) and for Television (Rec. 709) - so today all SMS colours should look identical online, on TV and in printing, using mainstream icc colour profiles to move the SMS colours from one colour space to the next.

The number of SMS colours has also risen considerably - from 420 in 2018 to 2.607 colours for each SMS colour palette. At this time designers and brands can select between 6 unique SMS colour palettes, the ECO palette, the Standard palette, the MAX palette and the SuperMAX palette, in addition to our Standard and MAX Home & Office colour palettes, built especially to ensure correct colour rendering on normal laptop displays (approx. 60% of the sRGB colour gamut - see <https://www.spot-nordic.com/sms/news>).

If we compare other colour ordering systems, such as the Pantone Matching System, we all know that Pantone 300 C and Pantone 300 U are quite different visually. The reason is simply that the same ink recipe is used for both the Coated paper and the Uncoated paper.

This unusual nature of the Spot Matching System colours makes them especially well suited for brands, since colour consistency in marketing is becoming more and more important in our day and age.

At the time the Pantone Matching System - as well as for instance the German HKS system were developed, the only marketing that brands had to think about was print marketing. Television was in black and white and of course there was no Internet back in the sixties.



SMS READY Expert training - overview

In order to ensure that our SMS colours are being correctly used, be it for design or reproduction/printing/dying, we launched the SMS READY Expert training program.

Brands, Designers, Architects

In order for individual designers or Architects to be cleared by Spot-Nordic to use SMS colours in a professional and official capacity, each active SMS user should undergo the SMS READY Expert training and pass our tests.

Design Agencies and Architectural firms seeking a formal SMS READY certification need to appoint at least one SMS READY Expert - a "super user" to take responsibility for SMS colours used by the agency/firm.

This is a purely technical test and has nothing to do with how creative and talented the user is. The tests require access to Adobe Photoshop and a design app such as Adobe Illustrator, Affinity Design or CorelDraw.

The goal of the training, which is done remotely, is to teach correct use of SMS colours in design, as well as how SMS colours are converted from sRGB to other colour spaces using icc colour management to convert SMS colours from one colour space to the next.

Furthermore each SMS READY Expert should be able to check any job digitally to see if SMS colours are as they should be.

Designers will also learn how SMS colours can be used in industry sectors where icc colour management is not applied, but analog mixing of inks, paints or dyes.

Prepress personnel, Printers, Manufacturers, Quality Managers, Consultants

SMS READY Experts that are not involved with design but more focused on colour reproduction or sales still need to undergo the same training as the designers - see here above.

This will enable them to check SMS colours and assist designers and brand owners and talk them through the process, in case incorrect SMS colours are delivered and answer the most common, colour related questions designers may have - for instance how they should convert their sRGB colours to CMYK or another colour space.

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SMS READY Expert training - pricing, procedure

SMS READY Experts are authorized to organize onsite seminars and workshops to present the Spot Matching System, what it is and how it should be used. SMS READY Experts get copies of all marketing material manufactured by Spot-Nordic - including seminar and webinar material in English, that they can use at their discretion and are “kept in the loop” about the progress of the Spot Matching System while given chance to contribute to the development of the system.

SMS READY Experts can offer their services to brands, design agencies, print shops and manufacturers that wish to become officially SMS READY - either to train their personnel in the use of the Spot Matching System or to take position of a super user.

One SMS colour palette in PDF and ASE format is included with SMS READY Expert training and once the requested training assignment is successfully done (which should not take more than a few hours) an SMS READY Expert diploma in PDF format with the name of the expert and the respective fields - PRINT GRAPHICS, WEB GRAPHIC, VIDEO GRAPHICS - or all three, is issued.

The diploma is valid for a period of 12 months.

If the expert would like to renew the diploma, the price of each renewal is EUR 60.

The cost for each additional "seat" (in the case of companies wanting to have more than one employee do the training) is EUR 100. In this case it is assumed that the participants will share the same SMS colour palette to do their training exercise.

Once you have received your SMS colour palette in PDF format and purchased the training ([SKU P21](#)) we will send you your requested SMS colour palette in PDF and ASE format and you can get started on your home assignment.

We need you to select at least 4 SMS colours from the PDF in Adobe Photoshop, create a separate bitmap file (in sRGB format) just for your 4 SMS colours, create an ASE palette - also in Adobe Photoshop and save it. Then save your bitmap file from Photoshop as PNG and embed the sRGB profile. Next convert your sRGB bitmap from sRGB to the CMYK conditions you wish to use - first for coated paper (sRGB to FOGRA39) and then for uncoated paper (sRGB to FOGRA47 for instance), converting using Absolute Colorimetric Rendering Intent - no dither. Save as TIF/TIFF. Embed CMYK icc profiles.

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SMS READY Expert training - continued

Then you close your Adobe Photoshop and create a new sRGB document in either Adobe Illustrator, Adobe Indesign or Affinity - or possibly even CorelDraw.

In this case first try importing the ASE palette with your 4 SMS colours to the application. Draw at least 4 objects (could be forms of some kind, boxes or whatever) and apply the SMS colours, one for each object, from the ASE palette.

Now save the document in its native format - as name of file_SMS master.

Now export as PDF, - high quality digital, embed the sRGB icc profile and name it something like "Yourname_sRGB".

Then convert the document to your coated CMYK condition - using Absolute Colorimetric Rendering Intent. Export as PDF, this time it should be in CMYK format. Embed the CMYK icc profile.

Save the native document as SMS master_name of CMYK icc profile"

Now open the sRGB master document and convert to the uncoated CMYK condition. Save it as SMS master_name of CMYK icc profile.

Optionally use the same procedure, open your sRGB master document and convert to REC709 if you would like to include VIDEO GRAPHICS to your diploma. The most secure method is the **"bitmap method"** - to ensure perfectly correct SMS colours, see <https://www.spotmatchingsystem.com/info>

Once you are done, open each PDF in Adobe Photoshop. Make sure it is set to Absolute Colorimetric Rendering Intent. When you open the PDF's, Photoshop should prompt you to convert the document to the document icc profile (sRGB in the case of the sRGB PDF and the respective CMYK colourspace in the case of the CMYK PDF's. Open the respective bitmaps and compare if the LAB values are the same. The LAB values of the bitmaps are the correct LAB values for sure.

If the SMS colours are the same - in the bitmaps as in your design PDF's, you are done. Email the bitmaps, the PDFs and the ASE colour palette to support@spotmatchingsystem.com.

Once we have checked your colours and verified that the LAB value of each SMS colour is correct, we will email your SMS READY Expert diploma to you.

If you fail in converting your SMS colours correctly, you are allowed to repeat the job until you get it right in all categories you choose.

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